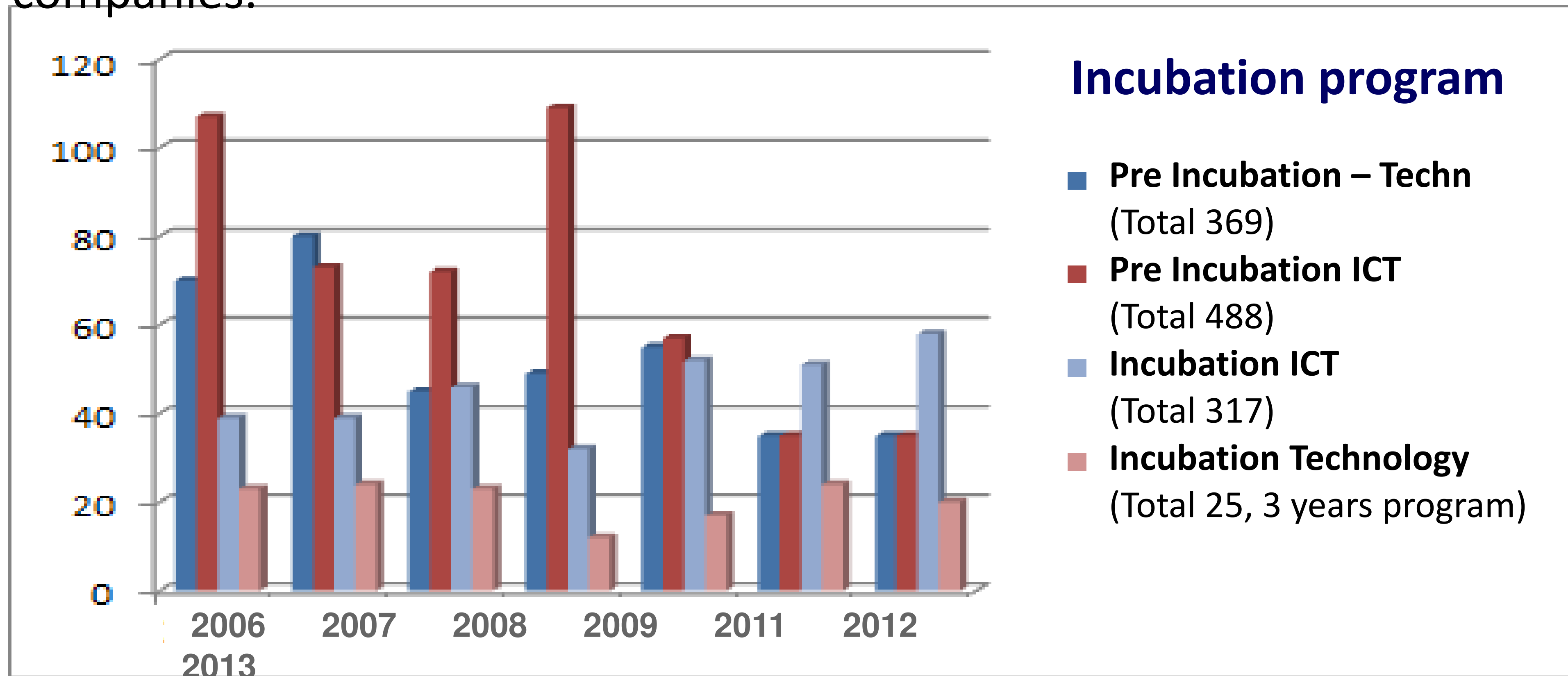


Institutional Setting: SwPark Thailand

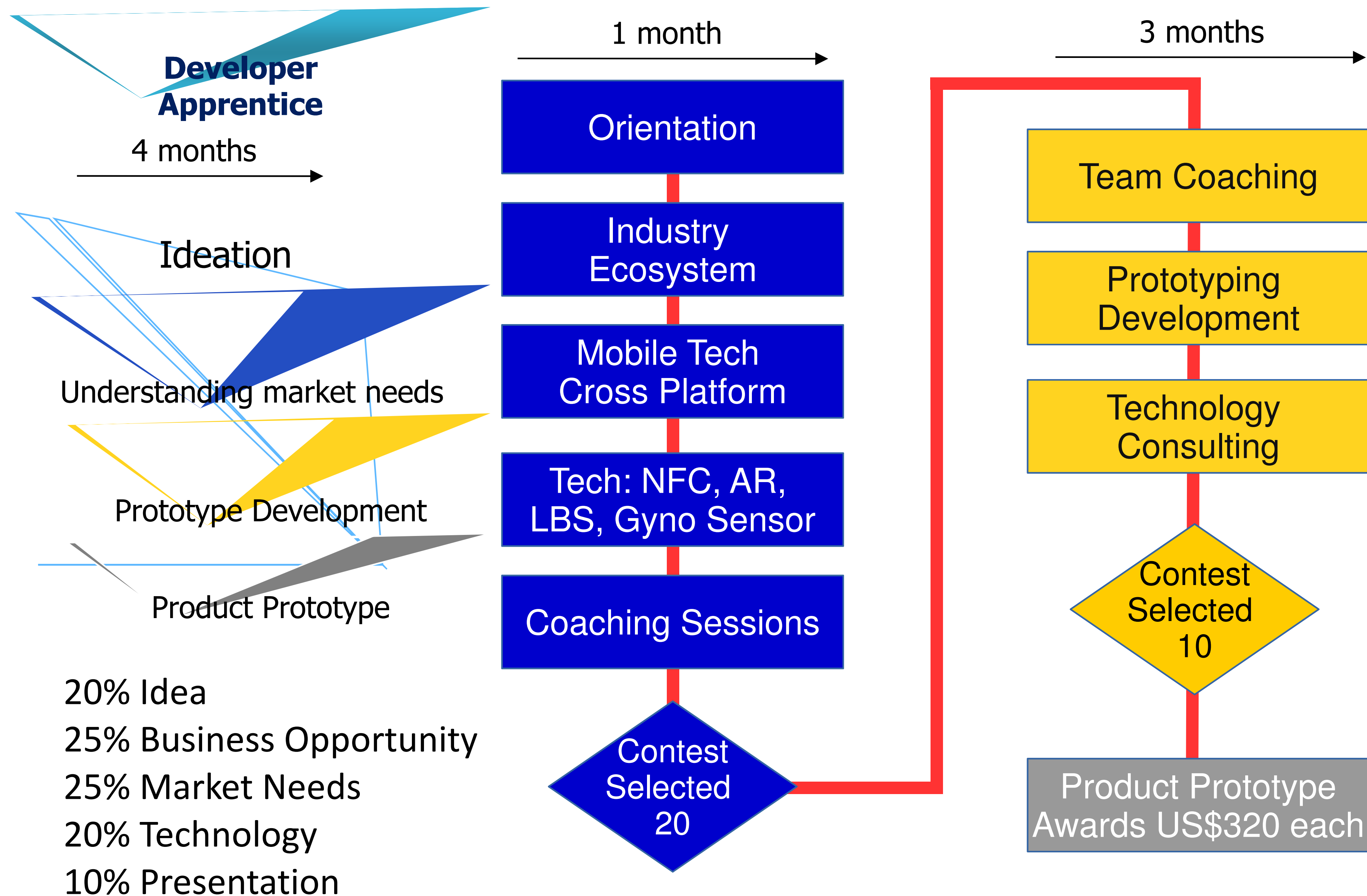
Government Agency under National Science and Technology Development Agency, Ministry of Science and Technology. Providing Human and Business capability development program for Thai Software companies.



Starting Point: Rationale

- Startups developed application with lack of Industry knowledge.
- Low availability of Mobile Application for Industry.
- Hindering growth and competitiveness of Thai industries.
- Lack of mobile Technical Development skill on: Android, IOS, Windows Phone, Nokia Asha S40 and Blackberry.
- Need to develop capability in Mobile technology along with Industry domain knowledge by subject matter experts.
- Prerequisite technical knowledge on Java, Javascript, CSS, HTML5
- Interested Students or Working Individual.
- Funded 80% by Software Park and partners.

Approach: Workshop/Contest



Outputs: Marketable Application

- 78 people attended , 38 prototype, 10 applications
- 5 applications join one of the Business Incubation program
- 1 application in the market

Sharity Box

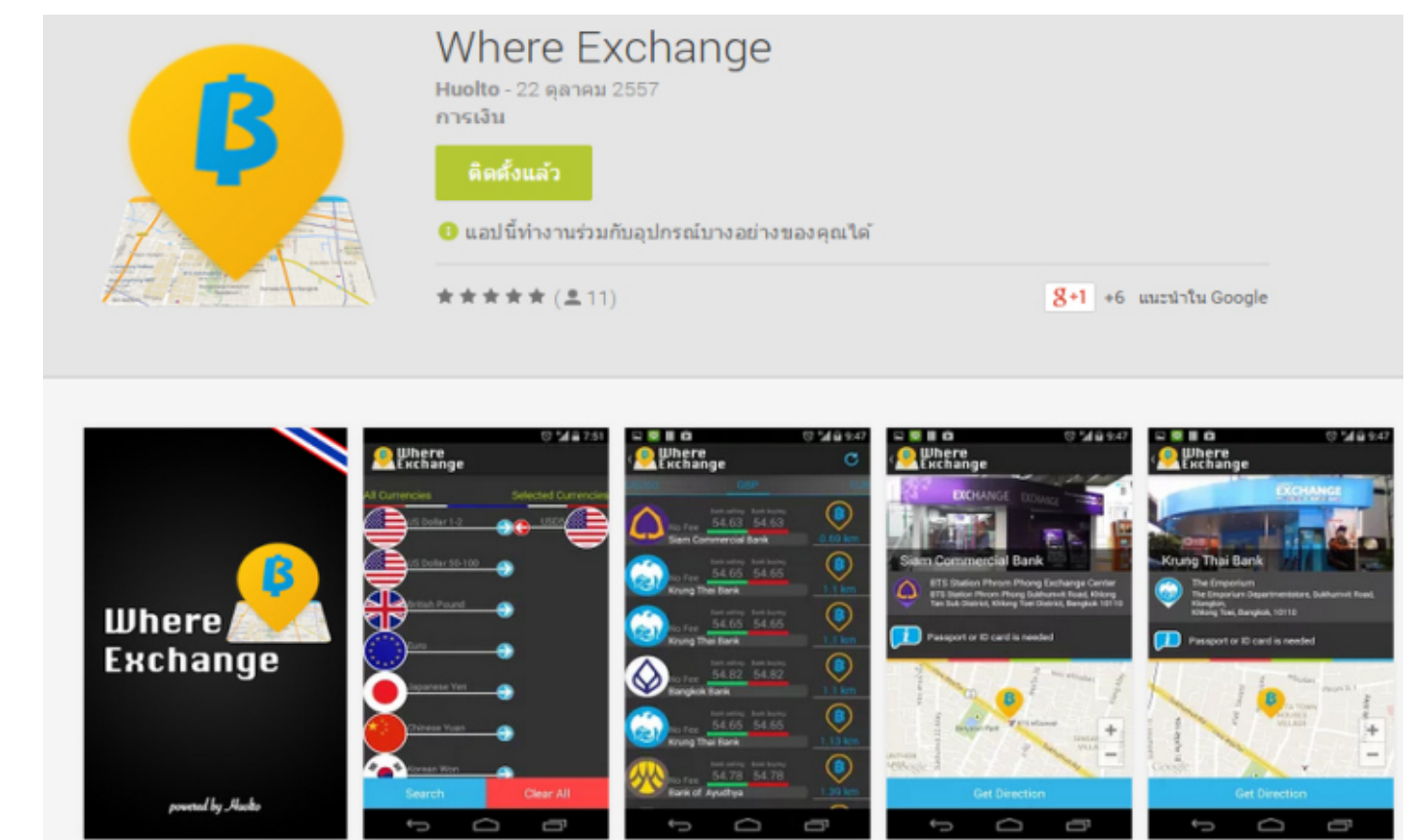
By Attawat Panich

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Lesson Learned: What works for the Developer Apprentice Program

- Business insight sharing session
- 30% Training: 70% Coaching
- Screening process and target audience is a key
- Students have more commitment but Limited Scope of Solution.
- 1 out of 10 pursuing entrepreneurial career
- Contests awards needs to be impressive

Follow up: Views/Suggestions ?

- Looking for anything to guide and/or help working individual to balance their time for meeting the program commitment with their busy and overloading day paid job.
- Looking for fun processes or games to stimulate one's mind for a broader thinking in order to come up with much more comprehensive innovation.



Source: www.industrydisruptors.org



Design for Scalable Product

Source: www.averyweigh-tronix.com